

DISCOVER

Nutrition Clubs



NutritionClub



HERBALIFE
NUTRITION

What Is A Nutrition Club?

Nutrition Clubs provide a supportive community setting for people who wish to focus on good nutrition through the consumption of Herbalife Nutrition products.

Only Herbalife Nutrition Independent Distributors that have been a Distributor for at least twelve (12) consecutive months may operate Nutrition Clubs.

How you choose to operate your Nutrition Club is up to you. As long as you follow Herbalife Nutrition's Rules of Conduct and local laws and regulations, you can infuse your own style and personality into your Nutrition Club.

Nutrition Club Benefits

Convenience

You can operate a Nutrition Club from a commercial location or a residential location. (Check the Nutrition Club Rules for acceptable locations.)

Community Experience

Your Nutrition Club customers can familiarize themselves with Herbalife Nutrition products in a social atmosphere, allowing you to create and foster the personal relationship that is the essence of direct selling.

A Natural Setting

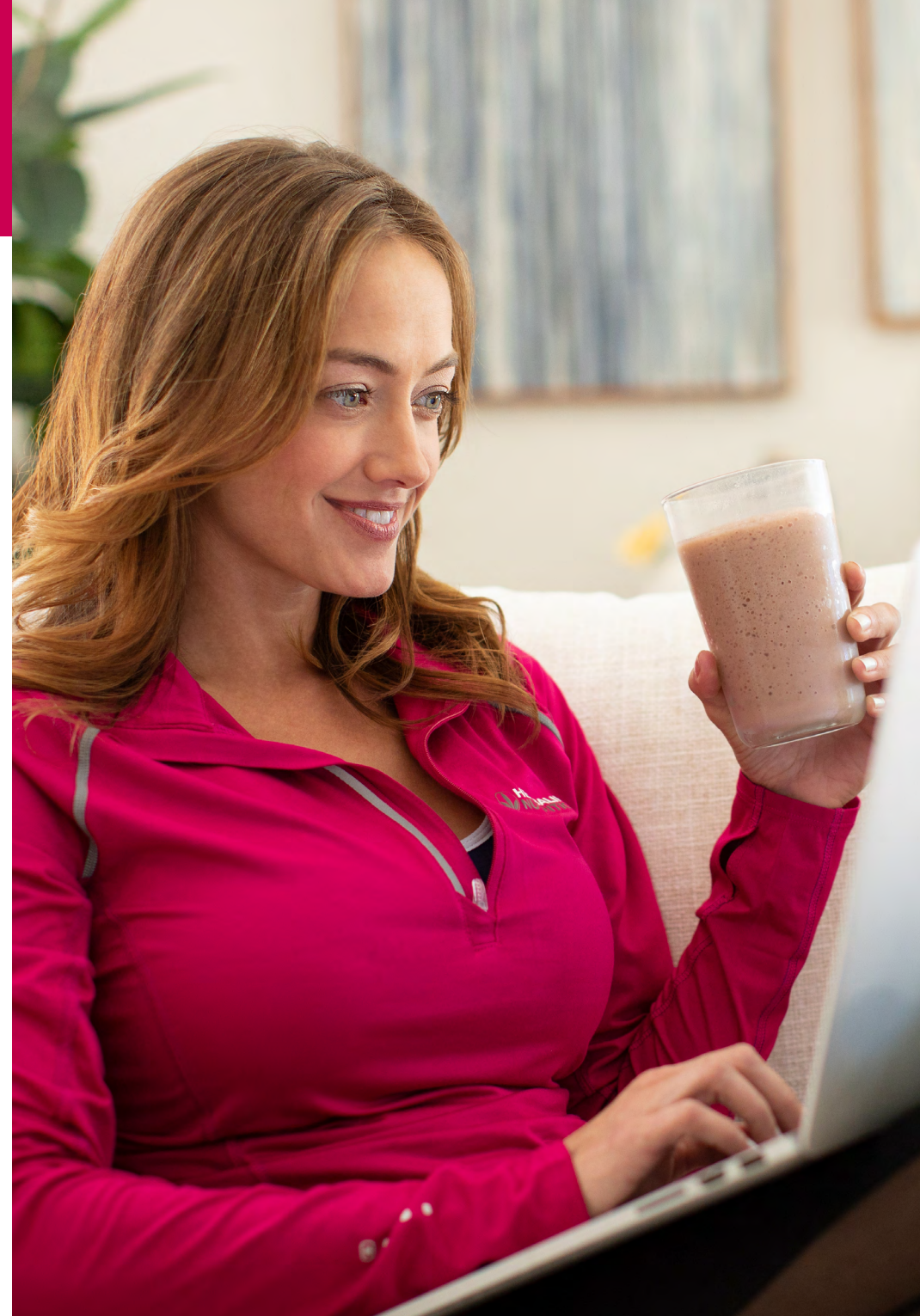
Nutrition Clubs are an informal environment where customers can talk about and enjoy Herbalife Nutrition products (such as Formula 1 Nutritional Shake Mix, Herbal Tea Concentrate, and Herbal Aloe beverages) and learn about the Herbalife Nutrition opportunity.

Retailing Opportunity

Nutrition Club customers may purchase products for personal consumption to use at home.

Flexibility

Nutrition Clubs can be adapted with other Herbalife Nutrition business methods you are using.



Where Can I Open My Nutrition Club?



There are three types of Nutrition Club locations:

Residential Locations (home)

When operating your Nutrition Club in a residential location, it is important to uphold the “Good Neighbor Policy”:

- Limit Club attendance and take other necessary steps to keep noise, parking, traffic congestion or other forms of nuisance to a minimum.
- Respect your neighbors and invite them to participate.
- Remember, you are the brand! Always show Herbalife Nutrition in a positive light.
- A Club in a residential location is a great way to get experience running a Club, without incurring into the expenses that Commercial locations bring.

Commercial Locations

If you choose to operate your Nutrition Club in a commercial area, before you sign a lease, sublease or purchase a location please keep the following in mind:

- Commercial Clubs may involve renting space and acquiring business permits. Be sure to evaluate these costs before signing a lease, sublease or purchasing a location.
- Be a Distributor for twelve (12) consecutive months. Complete the Keys to Your Business Training & complete the Business Plan.
- You may not operate a Club as a restaurant or within a retail establishment.
- You may operate within service establishments including, but not limited to: beauty salons, barbershops, gyms and/or health clubs. However, if you choose one of these locations, all activities and signage must be restricted to the interior of an enclosed room within the service establishment, and may not be visible to the public.

If you have any questions, please email the Member Business Practices & Compliance at MPCNutritionClubsNAM@herbalife.com or call Distributor Services at 866-622-1224

Satellite Clubs

Club Operators may prepare and serve Herbalife nutrition products to customers who have personally invited to a setting away from their Nutrition Club.

- Satellite Clubs can be inside another building or outside in the open air
- Obtain the required permit(s) or health regulations authorizing the preparation and service of food products in those locations
- Products must be prepared as individual servings following the instructions on the label
- The use of food trucks, stands, booths, and similar setups are not appropriate for Satellite Club locations and are not permitted

Tips for Nutrition Club Operators



Getting Started

- When first getting started, read and familiarize yourself with the “Nutrition Club Rules” on MyHerbalife.com. You may want to review them with your Sponsor.
- Remember, not all Clubs are the same. In order to learn best practices, we suggest that you “Tour a Nutrition Club!” with your upline to visit existing Nutrition Clubs and experience them firsthand. Find the Nutrition Club [Distributor Guide to Visiting Nutrition Clubs](#) in this booklet on the Nutrition Club page on MyHerbalife.com.
- Decide if this method of business is right for you – either in a residential, satellite or commercial location.
- You have the option to operate a Nutrition Club on your own or with a group of independent Distributors. When operating as a group, make sure that you will work well together and that all the operators fully understand the Club’s procedures and Herbalife Nutrition’s rules.
- If operating a Club as a group, decide who will be the primary operator and will accept full responsibility and oversee all operations for the Club. This Distributor’s name and contact information needs to be submitted on the [Registry](#).

Before entering into a lease, sublease or purchase of your commercial Club location

- You must be a Distributor for at least 12 consecutive months.
- Successfully complete Herbalife Nutrition [Keys to Your Business - Commercial Location Training](#) and quiz.
- Prepare a business plan using the template available on MyHerbalife.com, and make it available to Herbalife Nutrition upon request.
- Register the Club online at MyHerbalife.com or by calling Herbalife Nutrition at 310-216-6056

Getting Prepared

- Select an affordable location that suits your personal needs. Work with your Sponsor to calculate rent and other expenses before signing a lease for a commercial location.
- Acquire the necessary licenses, insurance and permits from city, county and state departments and agencies, which may have different requirements. Local laws and regulations may limit your ability to serve food or impose licensing and inspection requirements. Always make sure you understand these laws and regulations before you open your Club.
- Attend Nutrition Club training sessions.
- Post the required Hygiene and Nutrition Club Operator Notices.
- If you choose to post before and after photos inside your Nutrition Club use the appropriate disclaimer and make sure you have the person’s permission. Remember, if you choose to share photos or videos, and income testimonials, each one must be lawful, truthful, substantiated, and not misleading. In addition, each one must be accompanied with appropriate disclaimer.
- Make use of the great downloadable tools and resources available on MyHerbalife.com.
- Set up electronic equipment for information sharing and meetings (computer, television, DVD player or projector, if available).
- Have a library area for nutrition articles and the Herbalife Nutrition product catalog.
- Create a display area for Herbalife Nutrition products. But limit the amount of each product so it does not resemble a retail establishment. Use this display to discuss recommendations for additional products your customers may like to purchase for home use.
- Make sure you have adequate supplies, such as blenders, hot water dispenser, disposable cups, napkins, water, ice and a variety of Herbalife Nutrition products.

Nutrition Club Registration

- If you wish to operate a Nutrition Club from a commercial location, before signing a lease, sublease or purchase the location you must visit the Nutrition Club page on [Myherbalife.com](https://myherbalife.com) or call Herbalife Nutrition at 866-622-1222.
- After you register your Club, please include the required photographs of the Club's overall exterior, entrance, and coverings for the windows and door. You have the option to cover or not your doors and windows, provided that displays of Herbalife Nutrition products, product-related literature, and promotional items, are not visible from outside the Club. This will avoid any misconceptions by people passing by. If you will have a sign and logo with the name of your Club, submit the artwork or a drawing of the proposed sign for approval.
- Registering your Club will help you stay connected with the latest news and updates on Nutrition Club trainings and promotions, as well as allow Herbalife Nutrition to review your proposed Club name, location, signage, logo, window and door covering ideas (if you choose to add window and door coverings) prior to your Nutrition Club's opening. This will help to avoid premature expenditures that may not be compliant with Herbalife Nutrition's "Nutrition Club Rules."

You may use any of the following methods to register your Club:

Submit Online:

[MyHerbalife.com](https://myherbalife.com) > QUICK LINKS > [Nutrition Club](#)

Email to:

MPCNutritionClubsNAM@herbalife.com

Photographs must be sent via email or mail.



Inviting Guests and Prospects

- Once you have registered your Club and received a communication from Herbalife Nutrition, you can start to offer personal invitations to everyone that you meet. Invitations are the lifeline to your Club. Remember, this is a face-to-face business! Nutrition Club advertisements are limited to promoting the activities and services that you offer at your Club. You can use social media to promote activities in your Club as they follow Herbalife Nutrition guidelines.
- When you invite people to your Club, keep it casual! Offer them great service and an opportunity to try a shake, tea, or aloe. Help them learn information about good nutrition and give them a chance to meet new friends.
- Remember, it is always a good idea to ask questions and exchange contact information to allow you to provide great follow up.
- Ask for referrals; invite others to attend with them.

Greeting Your Guests

- Greet Nutrition Club customers and guests with a smile.
- If it is a guest's first visit, take the time to explain each product to them as well as the purpose of your Club.
- Obtain each guest's name and contact information so that you can follow up.
- Remember, this is about building a sense of community, so introduce new guests and invite them to upcoming Club activities.



Serving Products

- Many Nutrition Clubs offer a Distributorship that includes an Herbal Aloe drink, Herbal Tea, a Formula 1 Nutritional Shake, or other optional Herbalife Nutrition products.
- When serving products to first-time guests, let them know that for the best results they should aim to visit the Club regularly but be flexible to their schedule and needs.
- Prepare the products as directed on the product label.

Making it Fun

- Remember, Nutrition Clubs are about creating a fun, social experience.
- To help create a sense of community and the desire for customers to return, you can promote activities, such as dancing, movie nights, parties, healthy eating events, general exercise and guest speakers.
- Make your customers feel special by recognizing their birthdays, anniversaries of joining the Club, and other special occasions. Access downloadable certificates on the Nutrition Club page of [MyHerbalife.com](https://www.myherbalife.com).
- Reward customers who bring in the most new guests or experience great results by giving them Herbalife Nutrition product or some other type of reward or recognition.
- For ideas or more information visit [MyHerbalife.com](https://www.myherbalife.com).
- It is also important that you always open your Club on time.
- Smile, be friendly and do not discuss politics, religion or controversial topics.
- Keep your Club clean, neat and inviting at all times.

Using Other Herbalife Nutrition Business Methods

- Feel free to incorporate other Herbalife Nutrition business methods, such as Healthy Weight Challenges, Healthy Active Lifestyle or Spa Party.
- Encourage them to take advantage of education and product training.

Educating Attendees

- Have Product Catalogs available in your Club at all times.
- Play videos with Herbalife Nutrition-branded content to educate them.
- If your customer is interested in the learning about the business invite them to attend an Herbalife Nutrition Opportunity Meeting.

Training Your Downline

- After building a successful Club in your community, you may choose to share the Herbalife Nutrition opportunity and support Distributors in your Nutrition Club who wish to open their own Club.
- Take Distributors on a tour to visit other successful Nutrition Clubs. Review the Nutrition Club trainings and guidelines to see if a Nutrition Club is right for them.



Tour a Nutrition Club!



Herbalife Nutrition encourages you to personally experience various Nutrition Clubs before taking the next step toward opening your own Club.

By visiting Nutrition Clubs, you will discover different ways that Distributors infuse their personality into their Clubs, as well as learn best practices in compliance with Herbalife Nutrition's rules.

Use the following to guide your observations and take notes as you tour each Nutrition Club.

Make the Most of Your Tour a Nutrition Club!:

Ask questions.

Be courteous and respectful.

Be prepared to pay the consumption fee.

Take notes.

Distributor Guide to Visiting Nutrition Clubs

Ask the Club Operator about the following:

1. Single Operator or multiple Operators
2. Number of secondary Operators (if it's a multiple-Operator Club)
3. When the Club opened
4. Average number of daily Club customers
5. Square footage of Club
6. Monthly rent and other expenses
7. Invitation goals and tips

Look for these specific items in each Club that you visit:

- Outside signage and logos (if any)
- Window and door coverings (if any)
- Hours of operation
- Menu or list of shake flavors available
- How many tables and chairs are inside
- "Nutrition Club Operator Notice" and "Hygiene Notice" postings
- Product display
- Shake preparation area in relation to socialization area
- Music or videos playing
- Communication board with schedule of activities, flyers, before and after photos and testimonials with the proper weight management disclaimer
- Product catalogs available for Club customers to take home
- Recognition for Club customers who achieve their goals
- Herbalife Nutrition-branded clothing and accessories worn by Club Operators

Nutrition Club Education Resources

The Nutrition Club education resources includes several types of training materials to help you succeed. Work with your Sponsor to use these resources and develop your skills.



Education Resources

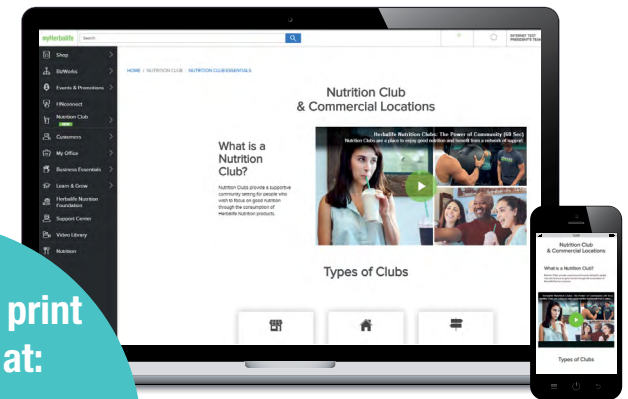
- [Keys to Your Business — Commercial Location Training](#) on [MyHerbalife.com's](#) Learning Center with an online quiz and certificate (required for commercial Club operators)
- The Business Plan template

Rules and Required Materials

- Sales and Marketing Plan and Business Rules. "Nutrition Club Rules"
- ["Location Registry"](#)
- ["Hygiene Notice"](#) (must be posted at all times)
- ["Nutrition Club Operator Notice"](#) (must be posted at all times)
- [Business Plan Worksheet](#)
- [Commercial Location](#)

Tools for Success

- [Herbalife Nutrition posters, buttons and visual aids](#)
- Bulletin board for announcements, pictures, stories, and recipes
- [Herbalife Nutrition educational videos](#) on DVD to watch with Club customers
- [Herbalife Nutrition "Product Catalog"](#)



Download and print these items at:

[MyHerbalife.com](#) >
[Business Essentials](#) >
[Building Your Business](#) >
[Daily Methods of Operation](#) >
[What is a Nutrition Club](#)

**Join
the
Club!**



Nutrition Club Success Stories



What's your next step?

Contact your Sponsor to set up a tour of local Nutrition Clubs so you can experience various Clubs firsthand.

Don't forget to go to MyHerbalife.com to learn more about opening your Nutrition Club.

Here's what Nutrition Club Operators and customers are saying:

"People come here; they have a great time, they socialize, they laugh and they get great results thanks to Herbalife Nutrition products."

I am very proud of what I have accomplished here with my business."

Gerard, Operator

"We absolutely love being able to introduce so many people to great nutrition and we have gotten such great support from this community..."

We love everything we do every single day."

Jane and Kevin, Operators

"This [Nutrition Club] has allowed me to help a lot of people change their lives."

Alvaro, Operator

"I work a lot of hours... and I'm really busy all the time. So, I need something that's convenient and healthy, that also gives me a lot of energy. So, I come here... every day."

Angela, Customer

**YOUR
STORY
HERE!**

